

TO: Pat Goggin

DATE: July 20, 1995

FROM: Norma Suter

SUBJECT: Test Boards Needed: Marlboro Marketing Mix Quantitative Study

Marlboro will be fielding a test run of a quantitative marketing mix study. The study is designed to place various elements of the marketing mix (i.e. direct, mainline, etc.) around the Marlboro "core". In this way we can tell if the marketing elements we utilize move us in a desired direction, keep us close to the "core", or inadvertently move us in a direction which we did not intend.

Requirements:

To field the test study, we require seven boards, approximately 2 x 3 in size. The boards should depict the items flat (i.e. "no pockets"). The boards should be titled and depict the following in a collage type format:

- 1). Marlboro Advertising: Corral Coffee Break; To The Rescue; Wallowa Chase; TNT; Green Valley Graze; Slider; October Country.
- 2). Marlboro Gear Programs: Marlboro Adventure Team, MCS, and Marlboro Gear: various pages from catalogs plus UPC and order form.
- 3). Marlboro Racing: print ads (Afterburner, Eyes, Cheers), retail t-shirt poster, direct mailing (w/card).
- 4). Marlboro Van: retail signage, "Buy this, get this card", photos of van at retail, depiction of van gear.
- 5). Marlboro Direct Mail: Holiday mailing
Birthday mailing
Calendar mailing (don't show sweeps)
- 6). Marlboro Sweepstakes:
Black Stallion Sweeps
Best of the West Sweeps
- 7). Marlboro Events (non-racing)
Concerts
Community Marketing
Hispanic Events
Country Western Dancing

I've attached an example of the "look" taken from a similar test in Germany. Could you please let me know timing for these boards? To note, if the test goes as planned, we will eventually require 80 boards in each area, for a total of 560 boards.

Thanks for your help.

Attachment

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